

Method And Apparatus For Generating Electronic Personas

ABSTRACT OF THE DISCLOSURE

A method and apparatus for generating electronic personas includes services for generating personality profiles including various electronic personality characteristics for submission to one or more content and/or service providers by one or more users, or on behalf of one or more users. In accordance with one embodiment, a user is provided with the option of utilizing a previously generated personality profile, or having a new personality profile dynamically generated for submission to the content and/or service provider.